

RECEIVED  
CENTRAL FAX CENTERCASE NO.: 50R4792  
Serial No.: 10/003,720  
June 13, 2006  
Page 2JUN 15 2006 PATENT  
Filed: October 29, 2001

1. (currently amended) A system for automatically establishing at least one TV channel or electronic program guide (EPG) based on a location of a TV with respect to a dwelling, comprising:

a TV; and

a processor coupled to the TV and receiving information representative of a location of a TV within a building, the processor highlighting at least one of: a morning news show, or a cooking show, on the EPG if the TV is located in a kitchen. establishing at least one channel based at least partially thereon.

2. (original) The system of Claim 1, wherein the information is input by a viewer of the TV.

3. (original) The system of Claim 1, wherein the information is received via a global positioning satellite.

4. (currently amended) The system of Claim 1, wherein the processor accesses a set of heuristics to undertake the highlighting establishing act.

5. (original) The system of Claim 1, further comprising an input device manipulable to establish the channels.

6. (previously presented) The system of Claim 5, wherein manually input channels are used by the processor to alter heuristics.

7. (currently amended) A method for establishing at least one TV channel on a TV based on at least one of: location of the TV, or time, comprising:

providing a set of correlation heuristics;

receiving a[[n]] correlation input comprising at least one of: the location, or the time;

accessing the set of correlation heuristics to correlate the input to the channel; and

1168-27.AM2

BEST AVAILABLE COPY

CASE NO.: 50R4792  
Serial No.: 10/003,720  
June 13, 2006  
Page 3

PATENT  
Filed: October 29, 2001

if a first correlation input is sensed two or more times contemporaneously with a manually-input setting, correlating the correlation input to the setting.

8. (original) The method of Claim 7, wherein the location is a location of the TV within a building.

9. (original) The method of Claim 7, wherein the location is a geographic location of the TV.

10. (original) The method of Claim 7, wherein the time is a time of day.

11. (original) The method of Claim 7, wherein the time is a date.

12. (currently amended) The method of Claim 7, wherein the correlation input is received from a viewer of the TV.

13. (original) The method of Claim 7, wherein the correlation input is received from a global positioning satellite.

14. (currently amended) A system for tailoring TV channels to a TV location and/or a time, comprising:

means for inputting the location and/or time to establish an input;

means for using the input time input by the means for inputting to highlight first programs on an electronic program guide (EPG) and to not highlight lowlight and/or delete and/or skip second programs on the EPG.

15. (original) The system of Claim 14, wherein the means for inputting is a human-manipulable TV control device associated with the TV.

16. (original) The system of Claim 14, wherein the means for inputting is a wide area source of data.

1165-27.AM2

CASE NO.: 50R4792  
Serial No.: 10/003,720  
June 13, 2006  
Page 4

PATENT  
Filed: October 29, 2001

17. (currently amended) The system of Claim 14, wherein the means for ~~correlating~~ using is a processor located in the TV.

18. (currently amended) The system of Claim 14, wherein the means for ~~correlating~~ using is a processor located in a set-top box associated with the TV.

19. (withdrawn) A system for tailoring TV ads to a TV location and/or a time, comprising:  
means for inputting the location and/or time to establish an input; and  
means for establishing targeted advertising based on the input.

20. (withdrawn) A system for recommending programs to be recorded based on a TV location and/or a time, comprising:  
means for inputting the location and/or time to establish an input; and  
means for generating programming recommendations based on the input for manual or automatic playback at a later time.

1168-27.AM2

BEST AVAILABLE COPY